

American Legion Auxiliary

www.ALAforVeterans.org

2026 Media Kit

The key medium to communicate with our members,
Auxiliary magazine encourages mission action with an effective reach
of more than three-quarters of a million readers!



AMERICAN LEGION

AUXILIARY

Advocating for our nation's veterans.



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What are the readers of *Auxiliary* magazine saying?*

"It provides the service it is intended to provide. As a unit president, I have used it at many meetings. I know that our chaplain has used it at every meeting."

"I enjoy getting the ALA magazine in the mail. It is the first magazine I read of my mail!"

"I like the whole thing. Every article is very thorough and full of details."

"I would not have as much information available to me if it were not for the magazine."

"I enjoy the magazine totally."

"No complaints, very satisfied."

"The information helps me to understand more about how other parts of our Auxiliary does things and more about our veterans."

"Keeps me in touch with all that is happening."

"I find information I can't find elsewhere."

"More recent articles have given information about women veterans' concerns and families of returning veterans. Such issues are rarely addressed in media outlets where I live."

"I'm a relatively new ALA member. I find the magazine greatly expands my knowledge of the organization."

"I read the ALA magazine from front to back."

"As a longtime unit officer, it has helped me keep up with current veterans issues and the Auxiliary approach to supporting them."

"I enjoy reading the magazine; it is very informative."

*Source: Readex Research

ABOUT AMERICAN LEGION AUXILIARY



With approximately 560,000 members in almost 7,600 communities across the nation, the American Legion Auxiliary represents a major market.

Since 1919, members of the American Legion Auxiliary have banded together to support veterans and military serving our great nation as well as children and the communities in which our members live. The American Legion Auxiliary brings generations of experience for the support of all things American. *Auxiliary* magazine addresses the interests and values of the American Legion Auxiliary members who support the men and women who have served and continue to serve.

Auxiliary readers include male and female spouses, mothers, grandmothers, sisters, daughters, and granddaughters of millions of veterans who are members of The American Legion and/or deceased veterans. Some Auxiliary members are veterans themselves. *Auxiliary* is the voice of grassroots, patriotic readers who passionately care about veterans, the military, and their families.

The American Legion Auxiliary website, **www.ALAforVeterans.org**, offers opportunities for you to see members of the American Legion Auxiliary as they support their communities, veterans, and children, as well as a chance to promote your products and services.

THE AVERAGE AUXILIARY SUBSCRIBER*

- ★ Is at least 35 years of age.
- ★ 40% spend \$500 or more on internet, telephone, or mail order purchases in one year, with 26% spending more than \$1,000.
- ★ 9% of readers have purchased an advertised product.

*Source: Readex Research, 2021, 2024



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WHY ADDRESS AUXILIARY MEMBERS?

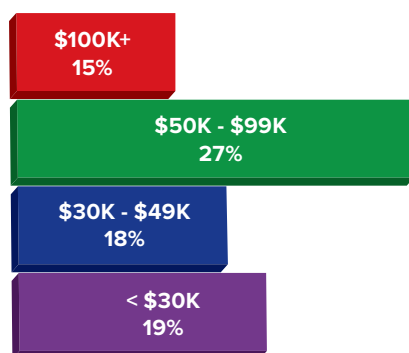
Reap the value of a lifetime of brand loyalty from this powerful and passionate consumer base! The readers of *Auxiliary* are decision makers when purchasing consumer goods, and they appreciate buying from a brand they know and trust. Your advertisements also will help develop brand loyalty among younger members in their teens and 20s that will last a lifetime.

This influential consumer market determines household purchases. According to a 2021 survey by Readex Research, a typical recipient of *Auxiliary* is a longtime member of the American Legion Auxiliary, on board for over 20 years, with members spanning the generations. Recipients prove to be avid readers of *Auxiliary*. **Typically, they have read all 4 of the last 4 issues of the publication and read either most or some of each issue, taking an average of 40 minutes.**

Why wouldn't you want to influence buying decisions that will benefit your company for decades?

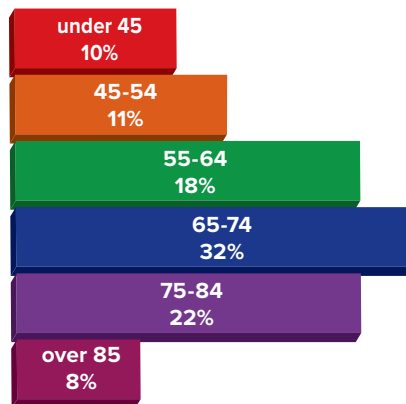
READERSHIP PROFILE CHARTS*

INCOME



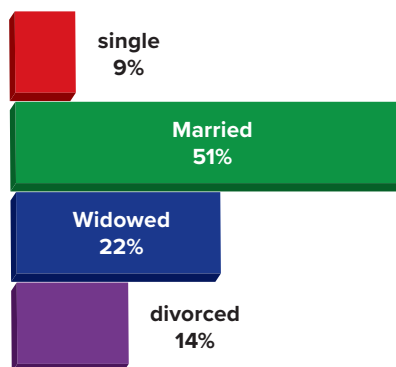
Reader's Average Income: \$64.4K

AGE

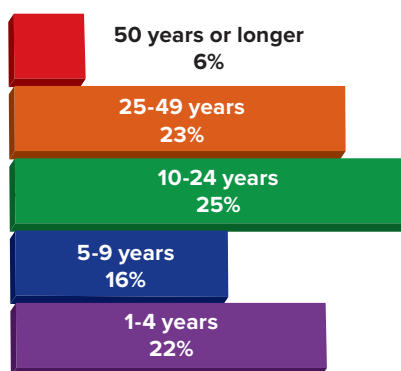


Reader's Average Age: 67

MARITAL STATUS



MEMBERSHIP YEARS



*Source: Readex Research, 2021, 2024

STATISTICS*

AMOUNT SPENT ON INTERNET, TELEPHONE OR MAIL ORDER PURCHASES (in past 12 months)

\$2000 or more	14%
\$1000-1999	12%
\$500-\$999	11%
\$150-\$499	9%
\$50-149	10%
Average:	\$698

Prefer to Patronize Businesses that Support the ALA's Mission 79%

NUMBER OF LAST 4 ISSUES READ

4 out of 4	43%
3 out of 4	12%
2 out of 4	12%
1 out of 4	10%
0 out of 4	11%

Regular readers who read three or more of the last four issues 55%

READER INTEREST: TIME SPENT READING

2 hours or more	6%
1 up to 2 hours	20%
1/2 hour to 1 hour	37%
less than 1/2 hour	36%
Average:	38 minutes

READER INVOLVEMENT

Read all/most all	22%
Read about 3/4	14%
Read about half	19%
Read about 1/4	8%
Read "most," "some" or "all"	84%

ACTIONS TAKEN ON UPON READING AUXILIARY

Discussed, shared article (45% of shared was to spouse)	26%
Got involved or volunteered	16%
Filed an article to keep	12%
Purchased advertised product	8%
Visited advertisers' websites	9%
One or more actions	51%

FREQUENCY OF READING SECTIONS

Special Feature Articles	84%
It's All Good/Mission Focused	82%
The Last Word	80%
American Legion Family News	79%
A Wise Person Said	78%
Mission Matters	72%

Continued >>

WHY ADVERTISE IN AUXILIARY MAGAZINE?

STATISTICS*

REASONS FOR JOINING

Honor a relative who served	67%
Honor veterans/active-duty	65%
Friend or family encouraged	41%
For support	16%
Serve my country	19%
Signed up as child	10%
Benefited from Legion program	5%

IMPORTANCE OF AMERICAN LEGION AUXILIARY MAGAZINE AS A PART OF MEMBERSHIP

Strengthens my connection	36%
Makes me feel good	31%
Important benefit	25%
Helps to make most of membership	23%
Top benefit	19%
Positive assessment	67%

OVERALL RATING OF AUXILIARY

Excellent	26%
Above Average	31%
Average	26%
Below Average	5%
Poor	2%

WHO ELSE READS AUXILIARY?

Spouse	45%
Other family	20%
Friend	16%
Parent	8%
Child	7%
Net Family	73%

OCCUPATION

Retired	61%
Professional/Technical	12%
Management	6%
Clerical	4%

MEMBERSHIP TENURE

25 years or longer	29%
10-24 years	25%
5-9 years	16%
1-4 years	22%
Average:	18.3 years

Auxiliary inspires action among its recipients. Auxiliary members are concerned about veterans, the military, and their families. These readers are also concerned about providing service in their communities — *Service Not Self* is a motto they live by. The mission of the American Legion Auxiliary is to inform and inspire American citizens on the general-interest issues relating to national security, veterans, patriotism, health and welfare of children, and community service.

Our 2024 survey by Readex Research found that about half (51%) of our audience has been motivated to do something in the past 12 months based on reading their issues. Most commonly they have discussed or passed along an article (26%), or got involved or volunteered (16%) as a result of reading *Auxiliary* magazine. **Fully 9% have made purchases of an advertised product or service, and 10% have visited advertisers' websites.***

One in three Auxiliary members (37%) pass their issues of *Auxiliary* along to others (spouse, parent, grandparent, etc.) inside or outside of their homes. The average recipient passes their issues along to 0.37 other people, extending the reach of the publication to more than 207,000 additional readers, above and beyond the circulation.*

Recipients were asked to rate the publication on how well it serves their information needs about the American Legion Auxiliary and supporting veterans issues. Half of recipients (57%) indicated high ratings, compared with only 7% providing low ratings.*

84% of *Auxiliary* readers read “most,” “some,” or “all” of a typical issue of *Auxiliary*. One in five recipients spend at least an hour reading their issues of *Auxiliary*.*

Also, complimentary copies of *Auxiliary* magazine are provided to almost 10,000 American Legion posts, U.S. Department of Veterans Affairs hospitals and clinics, National Association of State Directors of VA, and USO and Fisher House locations.



*Source: Readex Research, 2021, 2024



Additionally, did you know?

- ★ Nearly three in four members (71%) report checking for country of manufacture, when purchasing products, at least often. Four in five (80%) report that it is important to them that the products they purchase are made in the United States.
- ★ More than 6.2 million hours of service are provided by American Legion Auxiliary members in a single year.

2026 OVERVIEW AND DEPARTMENTS*

Auxiliary Editorial Overview

Auxiliary magazine reaches approximately 560,000 American Legion Auxiliary members who share a passion for building goodwill and doing good work, especially for veterans, military, and their families. *Auxiliary* editorial is designed to educate, motivate, inspire, entertain, and showcase the extraordinary people and projects that make a difference across the country and around the globe.

Each issue includes the following departments:

JUNIOR MEMBERS

Activities and news about younger ALA members.

MISSION FOCUSED

Showcasing ALA members' mission outreach activities.

MISSION FOCUSED: MY VETERAN

ALA members share who made them eligible for membership, guiding that inspiration to serve.

MISSION FOCUSED: GIVING BACK

Discerning details for ALA units on donating time and money.

IMPACT ALA

Best-practices platform for current ALA service projects.

WHAT'S NEW AT NHQ

Spotlighting national efforts that support grassroots operations.

LEGION FAMILY NEWS

A roundup of what's new across The American Legion Family.

ALA GIRLS STATE & ALA GIRLS NATION: WHERE ARE THEY NOW?

Inspiring stories from alumnae of these premier ALA programs.

ALA SCHOLARSHIP RECIPIENTS: WHERE ARE THEY NOW?

Catching up with previous winners of national ALA education benefits.

A WISE PERSON SAID

Sage advice from people making a difference.

MISSION MATTERS

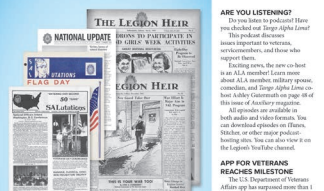
A "how-to" feature for meaningful ceremonies and ALA mission outreach.

ALA SOCIAL MEDIA

Helping members to communicate with each other and the public.

THE LAST WORD

Parting thoughts to live by.



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*Editorial content is subject to revision.

2026 FEATURES OVERVIEW*

AD SIZES

Full page (trim size)	7-3/4 x 10-1/2
Full page (with bleed)	8 x 10-3/4
Full page (with NO bleed)	7 x 10
Back Cover	Contact Us

FEBRUARY 2026

HELPING EACH OTHER

Fires. Floods. Hurricanes. Tornadoes. The American Legion Auxiliary Emergency Fund provides disaster and hardship assistance to ALA members. The focus is on personal stories of overcoming difficult times and what this fund means to those who need it.

PUTTING OTHERS FIRST

Children are our future. Some have been involved in heroic feats and others have showcased leadership in community service. Auxiliary members recognize these youth through the Youth Hero and Good Deed awards.

MAY 2026

LEADING WITH PURPOSE

Leadership and mentoring are incredibly important for the future of the American Legion Auxiliary as members pass down knowledge on how to move the mission forward.

MULTIPLE MEMBERSHIPS

The Auxiliary has several members who not only belong to the ALA, but are also members of The American Legion and the Sons of The American Legion, too. They care enough to commit to more than one mission.

AUGUST 2026

MEMORIAL WALL MEMORIES

Veterans share their personal experiences of going on an Honor Flight and what it means to them to visit their monuments.

READY FOR BUSINESS

The American Legion Auxiliary readies for National Convention, giving a preview into the Louisville, Ky. event.

NOVEMBER 2026

CAMARADERIE AND CREATIVITY

Veterans attend the annual National Veterans Creative Arts Festival, co-presented by the American Legion Auxiliary and the U.S. Department of Veterans Affairs. During the event, veterans attend workshops related to art, writing, dance, and more. For many, this event is a healing, therapeutic week.

EMPOWERING YOUNG WOMEN

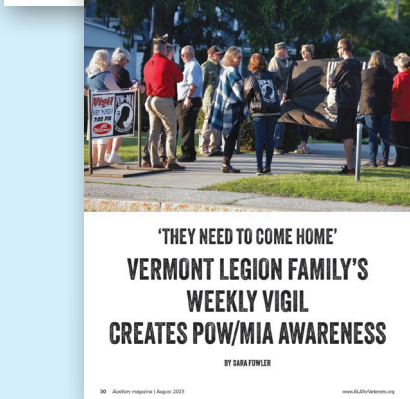
ALA Girls Nation is truly a once-in-a-lifetime experience for young women prior to their senior year of high school. They travel to Washington, D.C. and participate in a mock legislature, learning the ins and outs of government and the importance of being civically involved.

THE BIGGEST SUCCESSES OF THE YEAR

ALA members from across the country gather together to celebrate all the achievements of the 2025-2026 ALA administrative year during the annual business meeting of the Auxiliary.

LEARN MORE ABOUT ALA NATIONAL PRESIDENT DR. CORAL MAY GROUT

From the Department of Massachusetts is 2026-2027 ALA National President Dr. Coral May Grout. Get to know her, the focus, and goals for the next administrative year. She is the third national president from Massachusetts.



*Editorial content is subject to revision.

2026 AUXILIARY RATES & DATES

GENERAL INFORMATION: EFFECTIVE JANUARY 2026

TERMS

Advertisers delinquent beyond 30 days will be charged an additional 1-1/2% of invoiced amount per month or part of a month (18% per year) charged from first day of each month of delinquency. Failure to pay promptly for advertising (including late fee) may result in legal action and refusal of future advertisements.

For first-time advertisers and/or those not represented by recognized advertising agencies, *Auxiliary* requires prepayment (gross less 2%) plus two bank references and evidence of publication in three other periodicals. All must be supplied one month prior to closing date.

Auxiliary magazine does not offer a circulation guarantee. Any provided circulation numbers are estimates, only, and not guaranteed. Rates and dates may change.

MAIL ORDER RATES

Mail order rates apply only to goods and services sold by mail. Advertisers agree to refund full price plus shipping and handling on any item returned within two weeks of receipt by dissatisfied customer for any reason. Publisher requires samples of all mail order products before advertisement approval. Advertiser must list business address in advertisement.

FEBRUARY 2026 ISSUE

AD CLOSING

Nov. 10, 2025

DIGITAL ARTWORK DUE

Dec. 5, 2025

MAGAZINE IN-HOME RANGE ESTIMATE

Jan. 19 — Jan. 25, 2026

MAY 2026 ISSUE

AD CLOSING

February 6, 2026

DIGITAL ARTWORK DUE

March 6, 2026

MAGAZINE IN-HOME RANGE ESTIMATE

April 20 — April 26, 2026

AUGUST 2026 ISSUE

AD CLOSING

April 24, 2026

DIGITAL ARTWORK DUE

May 22, 2026

MAGAZINE IN-HOME RANGE ESTIMATE

July 6 — 12, 2026

NOVEMBER 2026 ISSUE

AD CLOSING

Aug. 14, 2026

DIGITAL ARTWORK DUE

Sept. 18, 2026

MAGAZINE IN-HOME RANGE ESTIMATE

Nov. 2 — Nov. 18, 2026

DISPLAY RATES

INSIDE

	1X	2X+
Full page	10,000	10% off

COVERS

	1X	2X+
2nd	12,000	10% off
4th (2/3 Size)	12,000	10% off

MAIL ORDER RATES

INSIDE

	1X	2X+
Full page	8,500	10% off

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ADVERTISING SPECIFICATIONS

AD SIZES

Full page (trim size)	7-3/4 x 10-1/2
Full page (with bleed)	8 x 10-3/4
Full page (with NO bleed)	7 x 10
Back Cover	Contact Us

GUIDELINES FOR SUBMITTING DIGITAL FILES

1. FILE REQUIREMENTS

- ★ PDF files are required. Create with “press quality” Acrobat Distiller settings.
- ★ Supply crop marks only for full-page ads that require bleed. **For all other ad sizes, supply final trim size without crop marks.**
- ★ Full-page ads with bleed must include bleeds that extend 1/8” past the trim size of the publication and may include crop marks that offset at least 1/8” from final trim. **Copy must not be any closer than 1/4” from trim size for a live area margin.**
- ★ Have all fonts embedded in PDF.
- ★ Verify that all overprint is turned off unless specifically required, as overprint will be preserved “as is.”

- ★ Verify that spelling, copy, and artwork are correct, including that ad meets the submitted insertion order specifications, as ad will be printed “as is.” **Publisher does not proofread submitted ads.**

2. RESOLUTION AND COLOR REQUIREMENTS

- ★ Resolution must be at least 300 dpi scaled to final size for all halftone images (1200 dpi for bitmapped images).
- ★ All colors must be converted to CMYK (not RGB).
- ★ Pantone and spot colors cannot be accepted. Please verify that any images with Pantone colors are converted to CMYK.
- ★ Avoid using hairline rules. Use .25 point rule as your hairline.
- ★ Testing prior to submission is requested.

3. ARTWORK SUBMISSION OPTIONS

- ★ Files may be submitted by email to: **adupload@ALAforVeterans.org**

4. SENDING ORIGINAL COLOR LASER PROOFS

Color laser proofs may be shipped to us, clearly specifying tints, color breakdowns, pickup information and illustration identification. Laser proofs should be output at 100% unless otherwise noted and must be created from the files sent for reproduction. We cannot be responsible for accuracy of files if hard copy proof is not submitted.

- ★ Clearly mark all media with your company name.
- ★ Include the name and telephone number of a contact person should we have any questions.

PRINTING AND BINDING METHOD

- ★ Printed on web offset presses.
- ★ Bound by saddle stitching.
- ★ Trim size 7-3/4” x 10-1/2” three and two-column format.



DIGITAL AUXILIARY MAGAZINE

Auxiliary magazine is available as a PDF download, which is searchable, draws readers in and encourages them to engage with content. For our advertisers, websites and email addresses are also linked, enhancing the value of your advertising.

SAMPLES



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https://www.legion-aux.org/CMSDesk/ALA/media/PDF/Magazine/AuxiliaryMagazine_2025-05-1p.pdf



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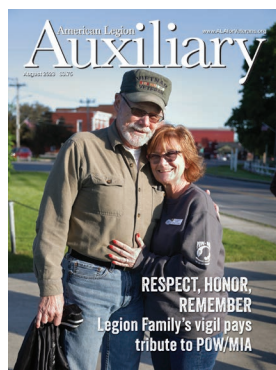
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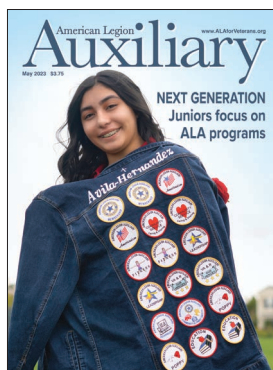
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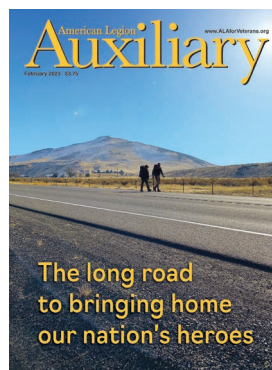
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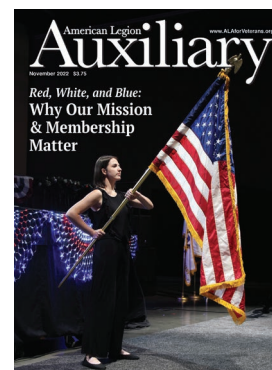
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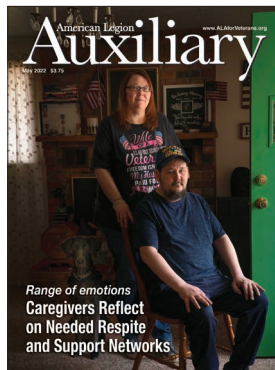


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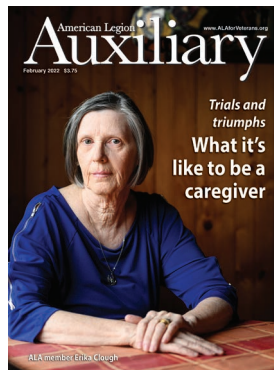
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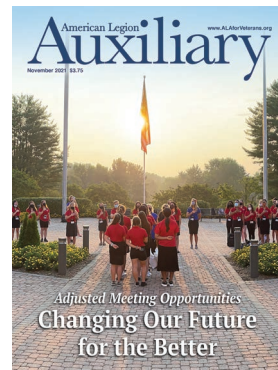
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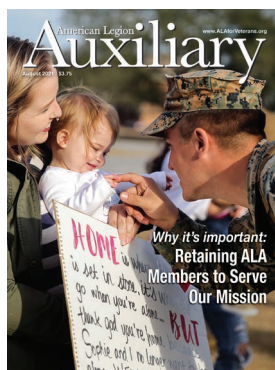
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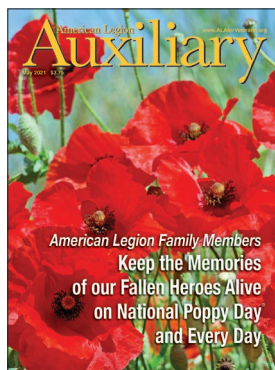
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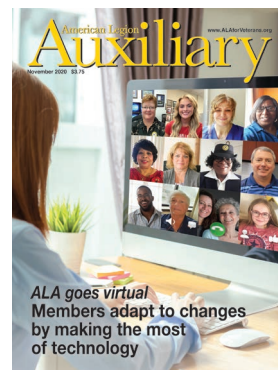
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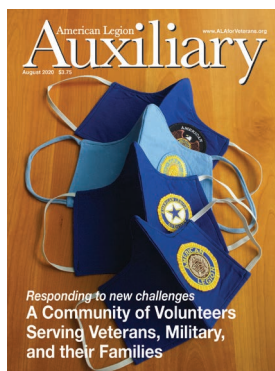
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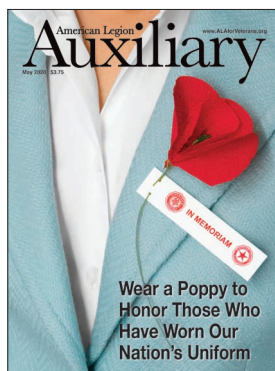
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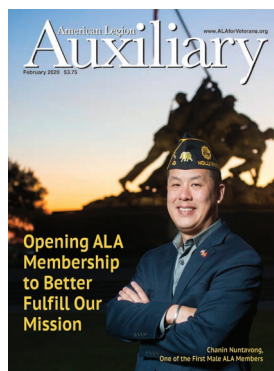
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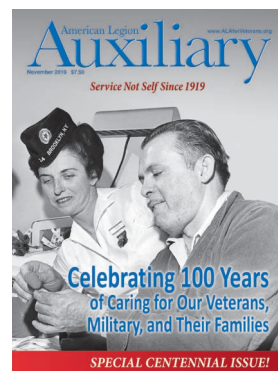
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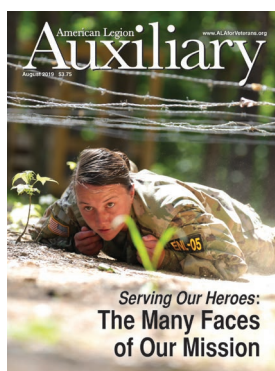
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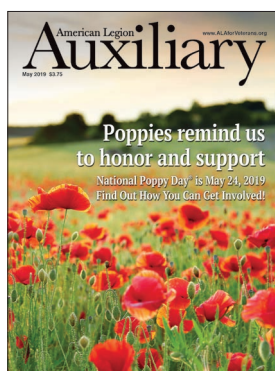
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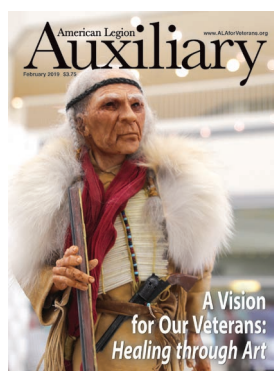
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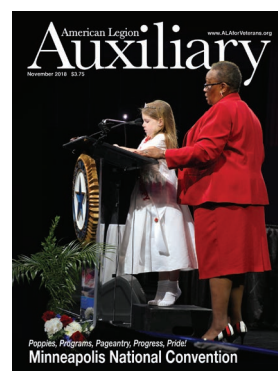
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CONTRACT AND COPY REGULATIONS

DISPOSITION OF REPRODUCTION MATERIAL

Unless definite disposition instructions are given, materials will be destroyed after one year.

1. Publisher will not be bound by any conditions, printed or otherwise, appearing on any type of advertising order form or copy instructions when such conditions conflict with the conditions and specifications set forth in this rate schedule.
2. Verbal agreements are void and will not be consented to by publisher. The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising space is sold at that time. Failure to make the advertising order correspond with provisions of this rate schedule is regarded only as a clerical error and publication will be made and invoiced according to the terms of this rate schedule, without further notice.
3. The American Legion Auxiliary has the sole and exclusive right to use the name American Legion Auxiliary. Unauthorized use of the name and/or emblem of the American Legion Auxiliary is prohibited. Permission to use the name or emblem of the American Legion Auxiliary may only be granted by the National Secretary in appropriate circumstances. All such requests for permission by the advertisers should be submitted to the publisher in writing.
4. Any reference to the American Legion Auxiliary's *Auxiliary*, the American Legion Auxiliary or its members, departments or units in advertising copy, promotional material or merchandising in any form by the advertiser or advertising agency submitting the advertisement is subject to the prior written approval of the publisher and the American Legion Auxiliary for each use. The mere fact that such references may appear in a printed advertisement does not show approval or endorsement of the advertisement.
5. No advertisement will be accepted subject to exclusion of any other advertiser or product in any issue.
6. Cancellation(s) by the advertiser or advertising agency after the closing date published in this rate schedule will not relieve the advertiser or advertising agency of the obligation to make full payment promptly for the advertising space at issue.
7. Contracts or orders must be bona fide and must specify a definite schedule of insertions, issues and size of space.
8. Publisher is not liable for delays in delivery or for non-delivery, failure to insert advertisement, erroneous insertion of advertisement or materials, or for non-publication, in the event of act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the immediate control of the publisher.
9. Contracts must be completed within one year from date of first insertion to qualify for multiple-frequency discounts. Multiple-frequency discounts are payable only when earned unless publisher has agreed otherwise in advance. Contracts subject to prevailing rates.
10. Rates and conditions are subject to change without notice.
11. Blanket orders, reservation orders and rate-holder orders are not accepted.
12. All copy, text, display and illustrations are published upon the representation, understanding and agreement by the advertiser and the advertising agency that the advertiser and advertising agency are fully authorized; have secured proper written consents for the use of names, photographs, art and testimonials of any living person and may lawfully publish and cause such publication to be made. In consideration of publication of any advertisement, the advertiser and advertising agency agree, jointly and severally, to indemnify and hold harmless *Auxiliary*, the American Legion Auxiliary, its officers, agents and employees, against all costs and expenses (including attorney's fees) and any and all losses, judgments, fees, claims, damages, civil penalties, fines (when allowed by law) and charges resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, tort, copyright infringement or plagiarism.
13. Acceptance of advertising for any product or service is subject to investigation of the product or service, and of the claims made for it upon its package, labels and accompanying
14. When change of copy is not received by closing date specified in this rate schedule, copy published in previous issue in which advertisement appeared will be inserted and invoiced, and the advertiser and advertising agency agree to pay according to rates and conditions in this rate schedule.
15. Publisher reserves the right to insert the words "advertisement" or "paid advertisement" above or below any copy at any time, and advertiser and advertising agency agree to this practice. Publisher further reserves the right to insert the words "This is not an official program of the American Legion Auxiliary" above or below any copy at any time, advertiser and advertising agency agree to this practice.
16. Advertiser and advertising agency agree that the publisher's liability for any error will not exceed the amount paid for the space occupied by the advertisement.
17. Advertiser and advertising agency agree that the publisher assumes no liability for errors in key numbers.
18. Advertiser and advertising agency agree that the publisher assumes no liability if, for any reason, it becomes necessary to omit an advertisement.
19. Positioning of all advertising material shall be the sole and exclusive prerogative of the publisher, notwithstanding any preference requested by the advertiser and advertising agency. Any position commitment made by the publisher for a particular issue shall not imply a similar commitment for future issues. If and when such positioning commitments are made by the publisher, a surcharge will be levied. Unless consent is specified in writing at the time of advertising insertion order acknowledgment, the publisher does not agree to or guarantee compliance with any positioning request.
20. Publisher reserves the right to give better position, in the publisher's judgment, than requested, with no adjustment in rate specified at the time of insertion acknowledgment.
21. When it appears necessary or advisable, the publisher may back coupons, and advertiser and advertising agency agree publisher has the right and is authorized to back coupons without incurring any obligation or liability whatsoever.
22. Advertising material will be held for one year and will be returned if requested in writing. If no written instructions are received within one year of receipt of advertising material, advertiser and advertising agency agree that advertising material will be destroyed without publisher incurring any liability or obligation whatsoever. Advertiser and advertising agency agree that, in the event any advertising material is lost by publisher, publisher shall be liable for a maximum of \$100 per page as liquidated damages and not as a penalty.
23. Publisher reserves the right to reject or cancel any advertisement for any reason, at any time, without incurring any liability or obligation whatsoever, even though the advertisement insertion may have been previously acknowledged, accepted, or published in a previous issue, and advertiser and advertising agency agree to this provision.
24. Advertiser and advertising agency agree that no course of dealing shall constitute a change, amendment, alteration or contradiction of any provision contained in this rate schedule. Advertiser and advertising agency further agree that any modification or waiver agreed to by publisher shall not constitute a future commitment to modify or waive the same or any other terms or conditions of this rate schedule.
25. Publisher can make such changes in quality and weight of paper specified in this rate schedule as publisher deems necessary or advisable, and the advertiser and advertising agency agree that publisher reserves such right.
26. The publisher reserves the right to request a sample of any product being sold by mail through the *Auxiliary*. The advertiser agrees to supply such sample, if requested, free of charge prior to acceptance of any advertisements. The American Legion Auxiliary has no responsibility for return of samples; nor will it even attempt return of a sample unless proper wrapping or packaging material and all containers are supplied and all fees for its return are paid in advance by the advertiser.

American Legion Auxiliary Mission:

In the spirit of Service Not Self, the mission of the American Legion Auxiliary is to support The American Legion and honor the sacrifice of those who serve by enhancing the lives of our veterans, military, and their families, both at home and abroad.

For God and Country, we advocate for veterans, educate our citizens, mentor youth, and promote patriotism, good citizenship, peace and security.



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